



*Merry Christmas*  
*Happy New Year*

DECEMBER 1958

**COASTAL  
CURRENTS**

**Entre-Nous**

**EATON  
NEWS**

**CONTACTS**

*Bi-weekly*

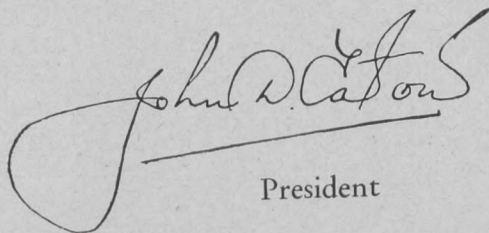


# *Season's*

One of the great pleasures of the Christmas season is the occasion to express to valued associates my warm personal thanks for the loyalty and support extended throughout the year. During the arduous weeks that precede the Christmas holiday, the co-operation shown by the men and women who work at EATON'S is most pronounced and greatly appreciated.

Wherever you are celebrating the holiday, I hope that you and yours are surrounded by goodwill and happiness. My personal wish for all:

A Very Merry Christmas and a Joyous 1959.



John D. Eaton

President





# Greetings



The sending of warm greetings to all our Eaton employees is always one of the most pleasant Christmas customs, and to each of you for your loyalty and co-operation throughout the year, and especially during this busy Christmas Season, my sincere thanks.

You have gained a fine reputation for friendly and helpful service all year 'round, which makes us proud and grateful.

It is my sincere personal wish that this Christmas will be a joyous one for you and for your families, and may the year that lies ahead be filled with Good Health and Happiness for each and every one of you.

A stylized, cursive handwritten signature of C. R. Luster.

General Manager

## Welcome to the Quarter-Century Club



**NAN MORRISON**

Customs and Traffic was the scene of Nan's happy day, 25 years of outstanding service with Eaton's. Many were the congratulations and good wishes through the day and gifts included a cameo necklace, ring and earrings from the staff, presented by Mr. Kent. Mr. Robertson, Manager of Department 15, on behalf of a number of M.O. Departments connected with Nan's work, presented her with miscellaneous toilet articles.

A luncheon was held in her honour by the girls in the office, and that evening a delightful party was enjoyed by Nan and all the staff in Mr. Kent's home. Congratulations, Nan, on your entry into the Quarter-Century Club.



**FLORENCE C. B. EDWARDS**

Beginning her career with Eaton's M.O. Drugs, Florence Edwards worked there for 19 years, transferring to the M.O. Salesroom in 1952 and at the present time is working with Department 167D (Donations).

Miss Edwards' interest centres around travelling, having been to many big cities in the U.S.A. and Canada during her regular holidays, and each week-end during the summer and fall seasons taking trips by car to points of interest in Manitoba and the Northern States with relatives. Also appreciates good music and likes to watch spectator sports. Happy travelling, Florence, throughout your career with Eaton's, and best of health.

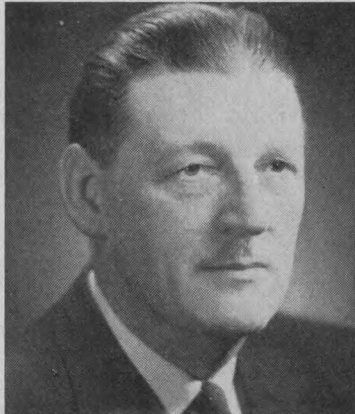


**HAROLD G. JAMES**

Thursday, November 20, was the day on which Harold James, Jewellery Repair, M.O., joined the Quarter-Century Club. Mr. James has worked the full 25 years in the one department.

Thursday evening a stag was held in Harold's behalf at the home of Mr. H. Street, and attended by staff members and friends. Mr. A. Cranston, Manager, presented Harold with an electric razor from his associates and an enjoyable evening was had by all.

Favourite pastime of the James family is relaxing at their Victoria Beach summer camp and golfing. Mr. James and his wife spent their quarter-century holiday in Hawaii last February. Congratulations on achieving 25 years of faithful service with the Company, Harold.



**MR. GRAHAM B. SCRIVENER**

Thursday evening, December 4, was a gala night in Departments 232 and 528, when over 60 members of the staff and their wives gathered in the Empire Grill at the St. Charles Hotel to honour their Manager, Mr. Graham B. Scrivener, on the occasion of celebrating his 25th anniversary with the firm. Mr. A. Croan, Assistant, acted as chairman for the evening and very aptly gave the gathering the lineage of the Scrivener family for generations back. After reading many messages from friends throughout the firm, both east and west, Mr. Hill, Department Manager, then presented Mr. Scrivener with an oil portrait of the guest of honour and Mrs. Scrivener received a bouquet of 25 red roses. Mr. Hill related what a fine manager the staff had in the person of Mr. Scrivener, and also how true a friend he is to each and every one in the department.



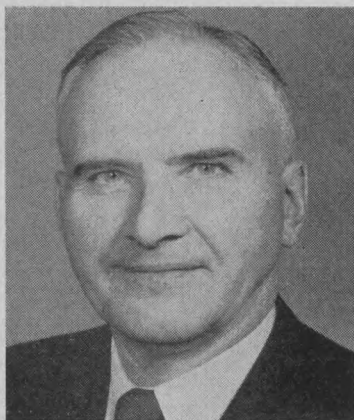
## FORTY YEARS WITH EATON'S



**MISS DAISY ROSS**

Sunday, November 16, was officially the day on which Daisy Ross of the Paints and Wall-paper offices, celebrated 40 years of continuous service and all with the same department. Thursday, November 13, a breakfast was held at Moore's Restaurant in honour of Miss Ross's celebration and many department associates and friends were in attendance. Mr. Carswell presented Daisy with a transistor radio and during the day she received a number of gifts from friends.

Miss Ross has been connected with church work for many years and also is quite active with numerous charitable organizations. Best of everything for your future years, Daisy, is the wish of all your associates and friends.



**FRED SHAW**

Mr. Shaw, of the Grocery Packing, celebrated his 40th year with the Company on Tuesday, December 2. Fred began his career with Eaton's in the M.O. Hardware. In 1919 he transferred from there to the Grocery Department where he has worked ever since.

Mr. Shaw is married with one son and two grandchildren and is very mechanically inclined with a special interest in woodworking. In his younger days he played a bit of hockey with Eaton's and was a member of one of our hardball teams that won a championship (played at Polo Park Recreation Grounds).

Fred and his wife plan on a motoring trip next summer. Best wishes for the future years, Fred.



**MISS LILIAN GREENBERG**

"Lil" Greenberg of W116, Mail Order, completed 40 years with the Company on Thursday, December 4. During Miss Greenberg's "day" she received a lovely golf jacket from the department plus many personal gifts. Visitors were in abundance throughout the day which truly indicated that Lil has always been everybody's friend.

Always an enthusiastic sportswoman, Miss Greenberg is connected with many Eaton recreations which include lawn bowling, golf, curling and alley bowling. Lil is a "world traveller" and plans on flying to Europe next September. "All the best" for years to come, Lil, from all your friends!



**ALFRED WALLIS**

Mr. Alfred Wallis, Manager of Radios, TV and Pianos, celebrated 40 years of continuous service with the Company on Thursday, December 4. Mr. Wallis received many congratulatory telegrams and messages throughout the day, and that evening a smorgasbord dinner and dance was held on his behalf at the Highwayman. In attendance were his staff and their partners along with guests Mr. and Mrs. J. W. McKeag, Mr. and Mrs. B. C. Sutherland, Mr. and Mrs. D. R. Stewart and Mr. and Mrs. G. N. Hargreaves.

Mr. and Mrs. Wallis were presented with a Rock Maple dining table for their summer camp by the departments.

Sincere wishes for continued health and prosperity from your associates and friends.

# FORTY YEARS WITH EATON'S

## ROBERT LAIDLAW

Mr. "Bob" Laidlaw, genial head of our M.M.S. and M.H.S. Plans, Staff Relations, celebrated 40 years of continuous service with the Company on Thursday, November 13.

A breakfast was arranged in his honour and held in the Store Grill Room. In attendance were the various sections of our Personnel Department, along with Mrs. Laidlaw. Bob was presented with a gold pen and pencil set by Mr. Sutherland, and many complimentary phrases were expounded on his behalf.

After checking into Mr. Laidlaw's past history we find that his athletic ability was of a high order. At one time Bob played Winnipeg city senior soccer, was a "Y" member for many years and played some pretty fair baseball with Eaton's. Also likes to golf (using only five clubs) and is an ardent curler with the Eaton Curling Club. The very best to a really nice person is the wish of your friends and associates, Bob Laidlaw.



## EMPLOYEES' PHOTO CONTEST PRIZE WINNERS

### Class A—Black and White Prints

First prize \$25.00—Ina Cavers, Dept. 122  
Second prize \$15.00—M. Carr, Dept. 211  
Third prize \$10.00—John Contant, Dept. 138

### Five Honorable Mention—\$2.00 each

V. Best, Dept. 208; John Verhoef, Dept. 1077;  
Norman Willoughby, Dept. 928; John Contant  
(2), Dept. 138.

### Class B—Colour Prints

First prize \$25.00—M. Frazer, Dept. 3  
Second prize \$15.00—J. Leighton, Dept. 29  
Third Prize \$10.00—M. Haldorson, Dept. 116

### Five Honorable Mention—\$2.00 each

E. Chicoyne, Dept. 1100D; O. Adams, Dept.  
105; J. Leighton, Dept. 29; Mel Jenkins, Dept.  
28; Mrs. Thompson, Dept. 224.

### Class C—Home Enlargements

First prize \$25.00—D. Shores, Dept. 142  
Second prize \$15.00—B. Wallace, Dept. 157  
Third prize \$10.00—E. Ristau, Dept. 138

### Class D—Colour Slides

First Prize \$25.00—C. Taylor, Dept. 100  
Second Prize \$15.00—E. Ristau, Dept. 138  
Third Prize \$10.00—T. Williams, Dept. 55

### Nine Honorable Mention—\$2.00 each

J. Coats, Dept. 140; Barbara Kent, Dept. 208;  
E. Ristau (2), Dept. 138; Mrs. Dyczok, Dept.  
116; F. Harper, Dept. 480; F. Artiss, Dept.  
118; J. Leighton (2), Dept. 29.

The judges appointed by the Assistants' Association were: Mr. J. Erlickman, Winnipeg Photo Limited; Mr. Eric Strong, Past President, Manitoba Camera Club; Mr. C. Popham, Eaton Portrait Studio.

The 350 entries were marked with file numbers only to avoid identifying the name of the entrant. Prize winners and a selection of the entries will be placed on public display about January 20. Winners in print classes are requested to turn in negatives of their winning pictures to Contacts' office for enlargement for display purposes as soon as possible.

## KEY STORE PERSONNEL

### TRAINING—I CHALLENGE YOU!

Mr. Smith, the principal speaker of the evening, began his talk with a lively demonstration of feeding an infant a cookie, his partner in this particular scene having been his young son, Craig. With this simple method of feeding a child, Mr. Smith aptly displayed the use of the five great rules of selling.

1. Gain your prospect's attention.
2. Arouse the interest of your prospect.
3. Convince your prospect that it is an intelligent move to buy your goods or service.
4. Arouse your prospect's desire to buy.
5. Close the sale successfully.

Following through into the adult field of training new personnel, he pointed out how people should be shown and told. Also, why written instructions should be interpreted correctly.

(Continued from Page Seven)

### Bill Martin Story

Mr. Smith related a very interesting account of a young man's first job with the Winnipeg Eaton Store and how Bill Martin, a particular key person, adeptly handled the young man's first problems, and how Bill Martin through the years always offered a guiding hand to those young people entrusted to him by his department.

In closing, Mr. Smith's challenge was:

1. Can you recall your Bill Martin Story?
2. Will the 3,000 extras who join us in the next seven weeks be able to look back with fond memories of the "Bill Martins" they met at Eaton's during Christmas, 1958.

LET'S MAKE SURE THEY DO!

## THE BRIDE CAME C.O.D.

The resplendent bride had four glowing bridesmaids and a handsome black limousine to carry them all to the church, but their route lay along a deserted unpaved road in Toronto's western suburbs and there had been a terrible storm the day before. The Cadillac

skidded into the ditch and couldn't get out, but they made it to the church on time. The waiting guests goggled, though, when the bridal party stepped daintily out of a big red-and-blue Eaton's truck.—MacLean's Magazine.





Top: General view of the happy group during entertainment. Centre row: Mr. Smith; Fort Garry Four. Bottom: Mr. Palk and Mr. Sutherland; Mr. Lockwood, Mr. Leighton, Mr. Palk.

## KEY STORE PERSONNEL PREPARE FOR THE BEST SEASON EVER!

A special dinner was held in the Grill Room on Tuesday, November 4, for the staff who are actively engaged at the peak time of the year in handling new employees. President Leighton of the Assistants' Association, was master of ceremonies, and head table guests included Mr. W. L. Palk, Store Superintendent; Mr. B. C. Sutherland, Personnel Manager; Mr. K. A. Smith, Manager of Staff Training.

Entertainment was provided by a singing group named the "Fort Garry Four." Arrangements of their various numbers were exceptionally good, especially "Red Sails in the Sunset" which received generous applause. These chaps were reputed to be one of the finest quartettes in Western Canada and after their fine performance we would heartily agree.

### FORECAST FOR BUSINESS IS GOOD

Mr. Palk spoke of the need for trained personnel and a sympathetic understanding of new employees. Twenty-five per cent of our business at this peak season is handled by new staff and therefore it follows that our extra help during this busy time must have full confidence both in the Company they represent and the merchandise they are selling. This can only be achieved by the close co-operation of all our sponsors, in the way they handle the instruction of the new people and their willingness to offer a friendly and cheerful hand when it's requested.

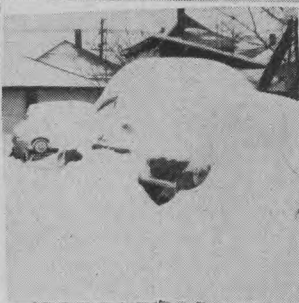
### "Know Your Merchandise" and Help New Employees

Mr. Sutherland pointed out we should all be proud to be part of the Eaton organization. If we are, then most certainly we'll want our new employees to share this pride by being patient when they ask questions, and teaching them all about our merchandise and our system. Approximately 60 per cent of our sale business for the year is contained in the nine weeks at Christmas-time.

Mr. Sutherland stressed the need of being familiar with the article one is selling and of observing that "gift selling" point.

Remember—Good Selling makes for better working conditions in the Company.

(Continued on Page Six)



## UNA JUST SLID TO HER WORK

Everybody else stumbled through it but Una MacKenzie slid over the snow. She ski'd to work. Una is an old hand at skiing—she has ski'd at resorts like Banff—but this was her first occasion at skiing in downtown Winnipeg.

She started from her home on Lorette Avenue in Fort Rouge, headed down Pembina Highway, across the Osborne bridge and across the Legislature building lawn to Eaton's where she works at the typewriter counter. She caused quite a sensation, too. One stranded motorist she passed said she "must be the most sensible person in town." At another stage on her trip she was escorted by a band of cheering children. Una slid into work at 9:30 a.m. She went home the same way at the end of the day.

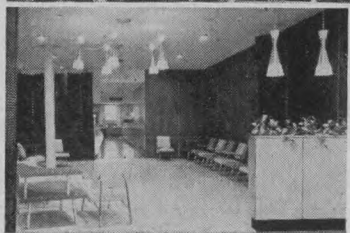
Pictured with Una are a few scenes taken from our first major blizzard of Winter 1958.





# EATON'S *Valley* ROOM

**Winnipeg's Newest, Most Fascinating Place to Eat!**



The Lounge—A pleasant, relaxing place to meet friends.



Carving Service—Roast meat and fowl carved as you like it.

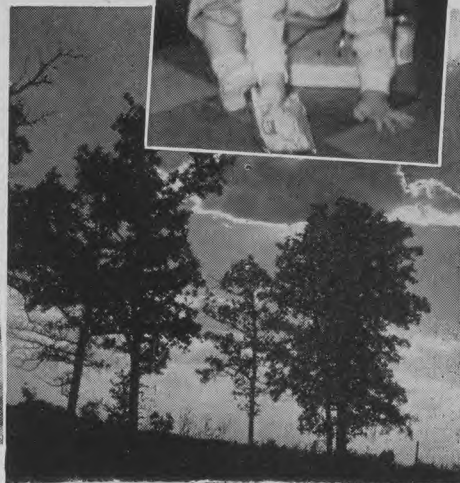


New Coffee Urns provide coffee with constant, just-brewed flavour.

It's fascinating . . . our new Cafeteria is excitingly different and ultra-modern! Everything, from the soft radiance of the lighting fixtures to the beautiful terrazzo floor, is sparkling with newness!

As you enter through the lounge area, a convenient and comfortable meeting place, you'll thrill to the refreshing decor — the rich wood tones of the wall panelling, planters tracing the service aisle, on past gleaming stainless steel kitchen equipment and into the spacious and sprightly coloured eating area. You'll agree there's an air of distinction about Eaton's Valley Room!

The name for our new dining area seemed a natural choice, synonymous with Winnipeg's locale—our historic Red River Valley—and three uniquely designed wall murals, symbolizing Manitoba's progress, add to the theme of the decor.



# EATON EMPLOYEES DISPLAY "HIDDEN" PHOTOGRAPHY TALENTS

Pictured here are a few examples of the original shots obtained by our contestants.

For complete news of contest winners turn to page six.







## EATON MEN'S CURLING CLUB NEWS

Everything is now in full swing on the curling scene and Ross, our congenial and conscientious ice-maker, is once more smiling as the ice is at long last meeting with his approval. What with regular curling, McGee Cup competition and novelty events on tap, it looks like a busy and enjoyable season ahead of us.

As we near the end of the first round for Group 1 (two nights per week) the standings are as follows, with two games in hand:

	W	L		W	L		W	L		W	L
Milne .....	8	1	Reid .....	6	1	Mainella .....	2	3	Chalmers .....	2	7
Lentle .....	6	1	Eades .....	4	4	Wright .....	2	5	Garden .....	1	6
Walker .....	6	1	Bergman .....	3	5	Caldwell .....	2	5			

The one night-a-week curlers have also been going at it hot and heavy but the old familiar names still crop up at the head of the win columns. Here are the leaders to date in the first round:

Group 2	W	L	Group 3	W	L	Group 4	W	L	Group 5	W	L
Scott .....	4	0	Leary .....	4	0	Hughes .....	4	1	Barling .....	5	0
Cameron .....	3	1	McClure .....	4	1	Odell .....	4	1	Bowman .....	5	0
						Olipphant .....	4	1			

We are now down to the finals in the Brier Playdown and it will be either the Caldwell or Milne foursome representing the club in the district playdown. These rinks consist of:

Pat Milne, skip  
Mike Tomlinson, 3rd  
Red Windsor, 2nd  
Joe McRae, lead

Walter Hay, skip  
Hugh Caldwell, 3rd  
Leo Bruneau, 2nd  
George Naylor, lead

Good Luck to the Winner!



## HOCKEY PLAYERS !

The Eaton Hockey League is now in full swing, having played three games. The league plays every Monday night at the Olympic rink from 8 p.m. to 11 p.m. Any male employee wishing to participate in this recreation please be at the Olympic Rink at the above-mentioned time any Monday night with the exception of December 15 and 22.

Pictured above is the ice surface used by the Eaton League. So let's see all you hockey players!

League standings up to December 1 are as follows:

	W	L		W	L
Rockets .....	2	1	Gremlins .....	2	1
Redwings .....	2	1	Vikings .....	0	3

Top Goal scorers include: Tom Rendall (Vikings), Bob Richardson (Redwings), Herb Schiller (Rockets), Gord Miller (Redwings), George Dorman (Redwings).



# BADMINTON BIRD-NOTES



By Jack O'Leary

Acquisition of the Sargent Park School facilities has strengthened the membership of our club. Each Thursday the turnout has been 30 to 40 members, quite a few new ones and in some cases husbands and wives. Any employee wishing to learn how to play the game, or any employee wishing to belong to the club, please get in touch with the following executive:

**Mr. D. McGhee**, Sporting Goods, 3rd floor Store; **Mrs. Y. MacKenzie**, Sales and Expense Office, 6th floor; **Mr. K. Bowman**, M.O. Shoes, 4th floor.

A dance is being planned for early in the new year. Be sure and keep your eyes open when passing through the time offices for we will have posters advertising the details. Let's make this the best year our club has ever had!

## Eaton's Mixed Five-Pin Bowling League

by D. SLACK

Bowling was cancelled on Tuesday, November 18, because of the blizzard. This night's bowling will take place Tuesday, December 30 in order to have our necessary nights of bowling for the series.

	1st Division	2nd Division	3rd Division	4th Division	5th Division
<b>1st Series Winners</b>	Winsomes 144 ½ points	Wiggetts 163 ½ points	Tegos 161 ½ points	Wise Ones 142 ½ points	Royals 114 ½ points
<b>Women's High Average</b>	D. Hardiman 218	D. Monchak 220	D. McColl 222	J. Stewart 225	C. Erickson 176
<b>Men's High Average</b>	E. Wall 236	A. Wright 217	M. Wyborn 202	M. Collett 203	T. Granger 172

1st Series	Women's High Single	Women's High Three	Men's High Single	Men's High Three	Team High Single	Team High Three
<b>Division 1</b>	B. Schlamp 370	D. Pankhurst 979	E. Wall 384	E. Wall 896	Skippers 1298	Pat's Punchers 3581
<b>Division 2</b>	N. Messett 378	D. Monchak 870	J. Reid 363	C. Napier 920	Wiggetts 1355	Wiggetts 3478
<b>Division 3</b>	P. Neduzak 361	M. Wyborn 838	D. McColl 387	J. McDougall 901	Meteors 1274 Scratch	Meteors 3197 Scratch
<b>Division 4</b>	A. Courteau 395	A. Courteau 813	J. Bewick 362	J. Findlater 873	Blazers 1259	Wise Ones 3268
<b>Division 5</b>	L. Aplan 309	B. Oliver 803	J. Payment 343	J. Payment 841	Aces 1059	Aces 2779





## MANITOBA 4H CLUB MEMBERS HAVE A "WINNIPEG WEEK"

The Company again was host to approximately 125 girls and boys, district representatives of the numerous clubs throughout Manitoba. These young people were chosen to spend this week in Winnipeg in recognition of their fine work throughout the year just past and of being the outstanding boys or girls of the 4H Club they represent.

During their visit to Winnipeg the groups were treated to a tour of the city and on this particular day, Thursday, November 6, a tour of Eaton's Mail Order system. It was conducted

by Miss Ruth Spurway, M.O. Staff Training, and Mr. J. Day, Order Office Supervision.

A luncheon was served in the Store Assembly Hall and head table guests included Chairman J. Day, Mr. F. Muirhead, Department of Agriculture, Manitoba Government; Mr. W. S. Fraser, Assistant Grain Commissioner; Miss B. Collyer, Director of Home Economics; Miss L. Batho, Home Economist; Mr. R. Poston, Agriculture Representative; Mr. A. W. P. Harrison, Manager of Order Office Supervision.

Mr. Harrison welcomed the assemblage and congratulated those present from the clubs on being selected as outstanding members. He mentioned the fine work accomplished by the group leaders and the co-operation of the parents, which is so necessary if a project of this type is to be completely successful.

**Head, Heart, Hands and Health — 4H Pledge**  
My Head to clearer thinking.  
My Heart to greater loyalty.  
My Hands to better service.  
My Health to better living for my club, my community and my country.

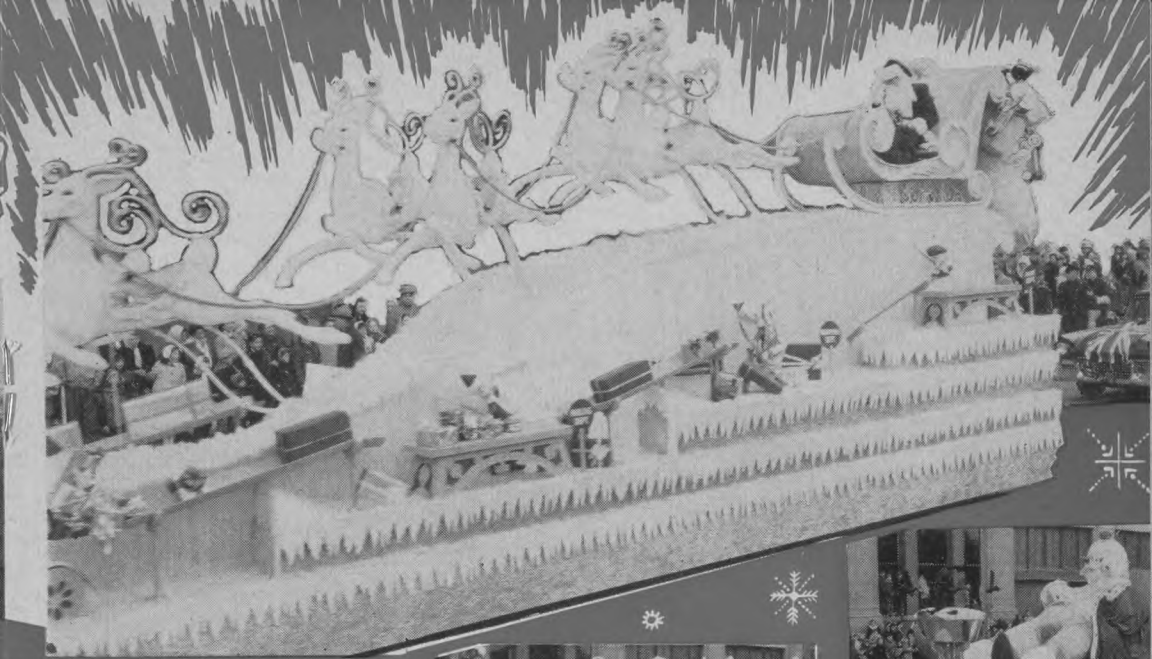
A vote of thanks for a wonderful week enjoyed by all was offered by Miss Donna Davidson, representing all 4H members.

Lively accordion duets were received with generous applause. The soloists were Elaine Reynolds and Ronald Haas, both of the Eaton Good Deed Club, under the able direction of Miss Catherine Pacey.

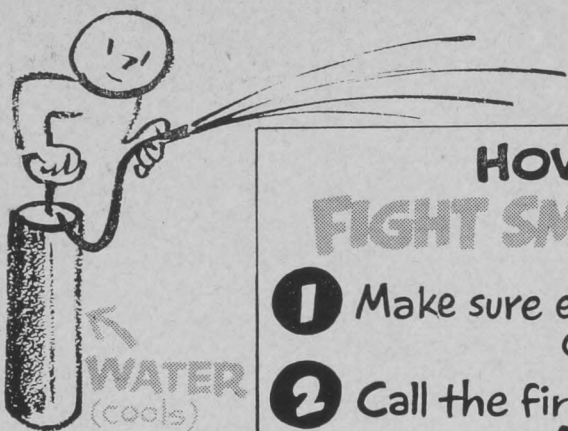
## SANTA CLAUS CAME TO TOWN

Accompanied by balmy breezes, Santa, along with the gaily dressed girls and the hilarious clowns, triumphantly wended his way into the hearts of the thousands of Winnipeg children crowded along the five to six-mile route on Saturday, November 15. Congratulations to our Display Department for a wonderful parade, also to the various other people who contributed to a splendid operation.









**WATER**  
(cools)

pump tank  
is the most useful  
to fight home fires

To OPERATE:  
just pump handle  
-- can refill yourself



**other WATER**  
types  
(cools)

SODA ACID  
To OPERATE: just  
turn it over -- has  
handle on bottom

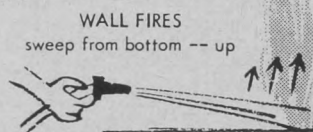
PRESSURIZED  
To OPERATE: read  
instructions (vary)

## HOW TO FIGHT SMALL FIRES--

- 1** Make sure everyone GETS OUT...
- 2** Call the fire dept.  
AT ONCE ....

then if fire is still small-- FIGHT IT!

- 3** Keep NEAR DOOR--so you can escape
- 4** STAY LOW--out of heat, smoke
- 5** Aim stream at base of fire



- 6** Stay OUTSIDE closets, small attics, etc.  
and shoot stream in
- 7** Ventilate only AFTER fire is out  
BUT-- if fire gets LARGE--GET OUT!  
(and close all doors behind you)



**FOAM**  
(smothers  
and cools)

is a heavy stream  
for blanketing liquid  
fires (gas, oil, etc.)

To OPERATE: usually  
turn it over -- has  
handle on bottom



**CO<sub>2</sub>**  
(smothers)

is a gas-- for liquid  
or electrical fires

To OPERATE: open  
valve at top (or)  
remove pin and  
squeeze trigger

**DRY CHEMICAL**  
(smothers)



is a powder that  
blankets liquid  
or electrical fires

To OPERATE: read  
instructions (vary)

# Department News from the Store

## LOWER FLOOR

### Foodateria, Groceries—By Doris McFadyen

Congratulations to two more of our girls who received lovely diamonds. They are Iris Topnik from Daniel Mastaler on October 20 and Shirley Beauchamp from William Krychuk on November 1.

Sorry to hear that Hilda Martens is in the hospital. Hope she will be back with us soon.

Glad to see Brenda Beering and Tommy Roddeck back with us again after their recent illnesses.

A supper was held on Wednesday, November 19, for Ruth Berg who left us for another position. Best of luck, Ruth.

\* \* \*

## MAIN FLOOR

### Men's Shoes

Date: Friday, October 31. Occasion: the 35th anniversary of Miss Margaret Williams' stay with us in our office—quite a record we think! Gave us the opportunity to express in a tangible way our appreciation of her long service, given always in a gracious and efficient way. On our behalf our manager, Mr. G. Travers, presented her with a gift of crystal and a beautiful orchid corsage, and there were many gifts and telegrams from her friends throughout the store. Congratulations, Margaret.

### Jewellery—By Vera Bowerman

Thirty-five years with Eaton's was celebrated by Mrs. Velma Holbrook on Saturday, November 22. Mrs. Holbrook has spent all her 35 years in the Hand Bag Department (217). A breakfast was held in her honour in the Grill Room Saturday morning. Many telegrams of best wishes were read by Mr. Mal Donaldson, also best wishes were extended by Mr. Bob Robertson of Department 17. Mr. Alex Cranston presented her with a beautiful diamond-set wrist watch on behalf of Departments 217, 215 and 615. Velma also received many personal gifts along with best wishes from many friends throughout the day.

A lovely supper was held at Moore's on Wednesday, November 26, in honour of Connie La Vasseur, a bride-elect of December 6. Connie was presented with an electric frying pan and other suitable gifts. A lovely time was had by all.

Our deepest sympathy goes out to Mr. Don Wilson and family in the loss of his father November 26.

### Books and Stationery—By M. C. Lawton

Our best wishes for future happiness to Sylvia Skorewich who was married to Bernard Fehr on November 8.

Marguerite Smith journeyed to Rapid City, Man., to attend a reception honouring her parents, Mr. and Mrs. P. G. Clack, on their 45th wedding anniversary.

### Notions—By Doreen Romanow

In last month's Contacts we told of Nan Allison's farewell party and her departure from the Company to San Lorenzo, California, because of her health. It is now with deep regret we tell the staff that Nan, after taking ill with pneumonia shortly after her arrival in California, passed away Friday, November 14. Her funeral was held in Winnipeg and the management and many of the staff paid their respect.

Nan started working for the Company August 9, 1926, in our stockroom. Nan was head office girl for many years, right up till the time she left the Company. Many of our new members did not know Nan too well, some of us for a while, and others a long time, and I can surely say she gave all of us a helping hand at some time or other.

Nan had many friends during her 32 years with the Company, as well as with the members of our department past and present. She will be greatly missed by us all. Our most sincere sympathy to all of Nan's family.

\* \* \*

## SECOND FLOOR

### Fashion Accessories—By A. McLeod

A big, hearty welcome to your new correspondent—I didn't know it either until I had been drafted.

Congratulations to James Clifford, our receiver, who was married November 8. Mr. L. A. Tempest made the presentation on behalf of the department. All our good wishes to you, Jim, and your bride.

Also in the news is Helen Staskiewicz who is sporting a beautiful diamond on that all-important finger. The lucky man is John Bachynski. Congratulations.

Merry Christmas to all our staff and a Happy New Year.

### Piece Goods—By V. Wilding

Since the departure of our former Sewing Consultant, Mrs. Bea Valstyn, we have Mrs. E. Twyman from our office to take over the Sewing Room as our new Sewing Adviser, an old hand at the machine. Good luck with your new job, Evy.

To take over Evy's position in the Dress Goods Office, we wish to welcome Miss Rita Lamoureux who recently started work.

Mrs. Peggy Fidler left our Pattern Department Wednesday night and waited in Thursday, November 20, all married up. Her new name is Mrs. Reginald Jackson Cassie and we wish Peg and her husband all the very best for the future. She was presented with an electric floor polisher from Departments 233 and 333.

### Personnel Office—By Ruby Fraser



On Monday morning, December 1, the staff met to honour Ruth Spurway on her 35th anniversary with the Company. Mr. Sutherland and Mr. Smith both spoke very highly of Ruth's efficiency in the various positions she has held in the Company. Her present training ability in looking after new employees is a great assistance to the Company. A gift of jewellery was presented to Ruth. On returning to her office she was pleasantly surprised to find her desk gaily decorated by the staff of the Winnipeg Buying Office. Many of Ruth's friends old and new dropped in with best wishes.

Betty Greenwood is still on the sick list but we hear she is doing quite well now. "Hi Bett" from all the staff. Hope to see you soon.

We were all sorry to see Nurse Margaret Mitchell leave us and we wish her good luck in her new venture.



A breakfast was held in the Grill dining-room on Thursday, November 13, 1958, in honour of Mr. Robert Laidlaw's 40th anniversary. A gift of a pen and pencil set was presented by Mr. Sutherland, Personnel Manager, who related Bob's career from messenger boy to department manager.

In replying, Mr. Laidlaw told of applying for work one day and he was told to go home and grow for a while as he was so tiny. However, he returned the next morning and was hired, so he believed that was the fastest growing period of his life. Many friends bearing gifts found time to see this very popular man on this occasion.

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### THIRD FLOOR

#### Electrical Island—By Annette Kelsch

Congratulations and best wishes to Lyman Hollingsworth who was married to Muriel Moore, November 22, at St. Philip's Church. The happy couple were presented with a floor polisher from the staff of the Major Appliances Department. We all wish them good luck and happiness in their future years together.

Harvey Sheidow, washer serviceman of our 1057 Warehouse staff, celebrated his 30th anniversary on Friday, November 21. On the afternoon of this anniversary Harvey was presented with a beautiful figurine from the department staff. Congratulations, Harvey, on your 30th year with the Company.

Glad to see Fred Wingate back to work after an operation.

#### Plumbing and Heating—By N. E. Becker

Sorry to report that Al Sharhan is still in St. Boniface Hospital recovering from an auto accident in which both his legs were broken. We're all wishing you a speedy recovery, Al. On October 30 Mr. K. Chalmers, on behalf of the department, presented Mr. W. Webb with a pen and pencil set. Mr. Webb is leaving the department.

On behalf of the staff, Mr. K. Chalmers presented Mr. B. Saul with a modern pole light on November 4. We wish Brian the best of luck in his new venture in the Personnel Department.

#### Service Meats—By Hilda Dawson

Congratulations and best wishes to Dennis McKay of Department 1082. His wife, nee Dorothy Gable, formerly of the General Office, presented him with a daughter on November 5—Louise Elaine, 8 lb. 4 oz.

Congratulations also to Sophia Tront who presented her husband with a son, October 31.

We are happy to see Joe Cook well and back with us after his recent illness.

We were sorry to say good-bye to Verna Dydyk who left us on November 1 and was married to Michael Mlynarowich on November 8 in St. Nicholas' Cathedral. Best of luck, Verna and Michael.

The girls of the department held a dinner in Verna's honour and presented her with a bedspread.

### FIFTH FLOOR

#### Juvenile—By F. Kellett

A speedy recovery is extended to Mr. Webster who is in the hospital with a slight illness. We all hope to see him back soon.

A shower was held in honour of Mrs. Maureen Chamberlain on November 4 at the home of Gwen McKnight. Betty Flegg, Carol Draho and Gwen McKnight were co-hostesses. Maureen received a coffee percolator and a beautiful electric fry pan. We all had a wonderful time.

#### Men's and Youths' Shoes

By Isabelle Dunsheath

Our congratulations to Des "Irish" Hill on the birth of a daughter, November 17.

Hi and hello again to "Si" Simonson and Charlie Gard and a hearty welcome to all our Christmas staff.

Nice to see Ron Duval and Mr. J. Bruce back off the sick list. Mr. Bemister is now on that list—get well soon, Bert.

Think this boost for Display should be passed on. Excerpt from a letter of a Dr. J. F. Connor of Redondo Beach, California. "Yes, I'll bet Eaton's is all decorated beautifully for Christmas. They always do an excellent job. There are some smart interior decorators at that store and some very fine display artists." He is so right!

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### SIXTH FLOOR

#### Customs and Traffic Department

November 7 saw the completion of 25 years with the Company for Miss Nan Morrison of the Customs and Traffic Department, and this proved to be a memorable occasion for her.

At Store opening Nan was greeted by her department friends and many from the Store and Mail Order Departments offering their congratulations and good wishes.

On behalf of the staff Mr. A. Kent presented Nan with a cameo necklace, ring and earrings.

Mr. Bob Robertson, Department 15, on behalf of a number of Mail Order departments, presented Miss Morrison with miscellaneous toilet articles.

At noon hour the girls of the department honoured Nan at a luncheon, with the presentation of a sweater, and to finish off the day the staff held a party at the home of Mr. and Mrs. Kent where all had a wonderful time.

#### Carpets—By Gladys McLean

Congratulations to May Parker's mother and father, Mr. and Mrs. W. E. Parker, who celebrated their 50th wedding anniversary on November 17 when they were at home to their many friends.

Welcome to the new staff in our department. Hope you enjoy being with us.

Our deepest sympathy to Mrs. White and Desmond in the passing of Mr. Dick White who worked in the Carpet Department for many years. Dick was a regular visitor to the Store since his retirement and will be greatly missed by his many friends.

#### General Office—By D. Cortilet

Sincere good wishes to Sandra Barnes who became engaged to Doug Broughton in September. Sorry we missed reporting this sooner, Sandra.

Wedding bells rang out this month for Diane Grainger who is now Mrs. Carroll and Linda Issett who is now Mrs. Attrill.

A china shower was held on November 13 at the home of Gladys Dight in honour of June Dugdale, by a number of her fellow workers.

A fierce battle rages between the teams of Mr. R. B. T. Whitbread and Mr. G. T. Boyd in the office curling as to which team will occupy sole possession of last place. Neither team, at the time of writing, having tasted victory. Next week should tell.



### Paints—By Daisy Ross

Dot Thomson, who left us to live in California, was back for a short visit. We all enjoyed the get-together in Dot Schermerhorn's new home, and hope it will not be too long before Dot Thomson is back for another visit

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### SEVENTH FLOOR

#### Contract Sales—By Jan Chorny

Congratulations to Miss Patricia Stevenson who became the bride of Mr. Theodore Arthur Burrows on October 18 at St. George's Anglican Church. The happy couple spent their honeymoon in the New England States.

Pat was presented with a toaster-broiler by Mr. J. W. Moss, Manager, on behalf of the staff, and in the afternoon a luncheon was held in her honour at Moore's by the girls in the office.

#### Electrical—By W. Jamieson and N. Bergman

We are a bit late with some of our news so we offer our apologies to those concerned.

A breakfast was held at Moore's Restaurant to honour Marguerite Boon, bride-elect of August 23. She was presented with a clothes hamper set and bathroom scales. On behalf of the department Marguerite was presented with a table lamp and was extended our best wishes.

Also Ann Epps, whose marriage to Douglas Scott in our 1977 workroom took place September 27, was guest of honour at a breakfast at Moore's Restaurant. She was presented with a canister set, bread box, spice shakers and cookie jar. On behalf of Departments 277 and 1077, Mr. Waddell presented Ann and Doug with a lovely pair of lamps. Good luck to you both.

A miscellaneous shower was held at the home of Phyllis Melstead for Wilma Ruppenthal, bride-elect of October 4. On behalf of the department, Mr. Waddell presented Wilma with a lovely autumn picture and glass mirror with our best wishes.

We also hope to see Margaret Hughes back soon as she has been away sick. It's not the same without your happy smile, Margaret.

We hope to see Margaret Eaton back soon. Hope you are feeling better, Marg.

Last but not least, we are all so happy that Mrs. Sadie Heisler is picking up so well after her major operation. Hope you will pay us a visit soon, Sadie.

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### EIGHTH FLOOR

#### Budget Plan—By E. Tamplin

We were sorry to say good-bye to Vera Mowat who was feted at a dinner at Moore's prior to her departure west. Vera was the recipient of a car coat, a purse, and a slip as parting gifts from the staff.

Our very sincere sympathy is extended to Mrs. M. Clarke and Mr. W. Roberts in the loss of loved ones.

We are glad to see Eleanor Tornerup back after her spell in the hospital. Hope you are feeling better now.

Congratulations were in order last month when Mr. Shearer completed his 30 years with the Company. A gift of a smoker and pipe tray was presented to Mr. Shearer on this occasion. Mrs. Shearer received a bouquet of roses. Best wishes for many more years with the Store.



Display Department

When Sandra O'Shaughnessy drew her pay for appearing in the Santa Claus Parade it completed four generations of the Beattie family who had worked for The T. Eaton Co.

Mrs. Beattie, Sr., who is now Mrs. McCappin, is still alive and her husband, Mr. Bill McCappin, was employed in the Elevator Department. The son, Ernest, was serving his apprenticeship in Department 135 when his mother was working for Mr. South in the Sports Wear Department. Mrs. Cathlene O'Shaughnessy, his daughter, was employed in the Drapery Department office until the end of the war when she married George O'Shaughnessy who is now employed in the Garage. Sandra, his granddaughter, dances for the Eaton Good Deed Club.



Telephones

Mr. Cyril Milsom our jovial telephone trouble man, retired October 31 after 42 years' continuous service, 29 with Eaton's.

To mark the occasion a dinner was held on November 10 at the St. Charles Hotel by the switchboard staff and fellow associates, and he was presented with a car radio, presentation being made by Mr. H. McIntyre. After-dinner speakers were Mr. J. Watson, Mr. E. Logan, Mr. M. McCaw, Mr. G. McDonald and Mr. G. Mitchell. All expressed pleasure and appreciation for the pleasant associations over the years, thanks for "all the trouble," "a job well done," regretted such association would be "cut off," and extended well wishes to Mr. and Mrs. Milsom for long "trouble free" years of good health and happiness.

Entertainment under the capable direction of Mrs. Jean Irwin, included a humorous skit "What's NOT New at Eaton's" — the boys modelling the male version of the sack, was followed by an equally hilarious number, "I'm the Only Man on the Island," which featured a group of the girls in an activity accompaniment to the choral rendition of the popular song by that title. Dancing followed and the evening came to a reluctant close with a "great guy" receiving congratulations and well wishes for many years of retirement bliss.

## STORE SERVICES

### Elevator Ups and Downs—By Aldous Brow

The best wishes of our department go with Bernice Leochko and Irene McDermott who recently left us. Bernice is now with Department 11.

To the new members of our department: Carol Mikita, Erika Stubel and Ben Voth, may your stay with us be a pleasant one. Nice to have Mavis Stevenson and Alan Overwater back with us again on our night staff.

Our congratulations to Mr. Peter Lyons of the night staff and a member of the Eaton Angling Club, who was presented with a trophy and gift of money. Pete caught the largest fish in 1958—a jackfish—at MacArthur Falls. We have two good fishermen in our department now—who is next?

Our annual Christmas tree and concert is coming soon. Hope to see you all on December 20 in Scott Memorial Hall.



### Cleaning and Caretaking Departments

Daniel Rea celebrated his 35 years of continuous service with the Company on Saturday, November 15. Friday, November 14, Department 132 assembled in the M.O. Receiving Room and Mr. Giles presented Dan with a gift certificate from the staff.

In speaking with Dan we find he has worked all 35 years in Department 132. He is a "do it yourself" carpenter around home and has a real liking for flower gardening.

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### Garage News

William (Bill) Law celebrated his 35 years with the Company on Monday, November 17. Mr. Turner, Department Manager, presented Bill with a fancy Ronson table lighter set from the department. Mr. Law is married and he and his wife are "travellers deluxe." Hope to make a trip to the old country this summer for a couple of months. Best of everything, Bill, and many more happy years with Eaton's.

Mr. Dick Richards, formerly of Department 236, now retired, was recently married to Mrs. Mary Pedlar, formerly of Woodside, Manitoba. Congratulations, Mr. and Mrs. Richards. Their address is 1427 Parsons Ave., No. 15, Columbus, Ohio, U.S.A.



### Candies

Mr. Reginald D. Hinch, Manager of the Candy Department, celebrated 35 years of continuous service with the Company on Saturday, November 8.

Thursday, November 6, at the St. Vital Legion, a buffet supper and dance was held in his honour and attended by staff members, their wives and friends.

Mr. Jack Woodhouse presented Mr. Hinch with an electric drill and an electric saw, a gift from the department. A very enjoyable evening of dancing followed and a nice time was had by all.

Mr. Hinch has been an enthusiastic sportsman during his younger days but now confines this enthusiasm mainly to playing golf at the Niakwa Golf Club and his hobby, woodworking.

Many more years of health and prosperity, Mr. Hinch.



Mr. and Mrs. Harry Knox celebrated their 50th wedding anniversary on Friday, November 14. Mr. Knox retired from the Paint Shop in 1951 after working for the Company for approximately 30 years.

Born in Halifax County, Nova Scotia, Mr. and Mrs. Knox were married in St. Augustine Church in Brandon in 1908. They moved to St. James in 1910 where they resided until 1942. They now live at 1256 Dominion Street.

A family dinner was held in their honour at the St. Regis Hotel on November 14. Many more years of health and happiness is the wish of your former associates and friends, Mr. and Mrs. Knox.

## PORT ARTHUR BRIEFS

### ANNIVERSARY DANCE WAS SUCCESSFUL EVENT

The annual anniversary dance of Eaton's of Canada was held in the Prince Arthur Hotel recently. Approximately 250 staff members and guests attended.

Music for dancing was supplied by the Ambassadors and spot prize winners were Mrs. A. Masters and Bert McDowell, and Mrs. L. Amadeo and Tom Duke.

Committee arrangements for the successful event were convened by John McNeil. Assisting were Howard Holseth, Cyril Baker, John Kuschak, Bob Dixon, Mesdames L. Grano, F. Bates, E. Bailey, E. Smith, Misses R. Smyth, Carol Pentey, Gloria Clarke, Jenny Stewart and Carol Andrews.

## EATON RETIRED NEWS

The Eaton Retired Men's Social and Curling Club held its ninth annual general meeting on October 20 in the Eaton Curling Club rooms. Mr. B. C. Scrivener took the chair and the following executive was elected for the coming season:

Honorary Patrons—Messrs. H. M. Tucker and R. S. McCordick.

Honorary President—Mr. B. C. Scrivener

President—A. Tisdale

Past President—G. Angus

Vice-President—R. Spencer

Secretary and Historian—G. Paull

Treasurer—J. Ward

Curling—J. Murray

Games—R. Spencer

Entertainment—W. Wilson

Sick Visiting—O. Chapman

General Committee—H. Tait, O. Thomas, W. King, B. Mitchell, H. Sadlier, F. McKenzie, W. Seal and T. Greenwood.

All Eaton retired men are heartily welcome. Meeting each Monday at the Eaton Curling Rink Club rooms at 1 p.m. Come along and renew your many old friendships.



Seeds—By N. Graham  
Mr. Alphaeus Rourke

Better known as "Happy," celebrated 35 years' continuous service with the Company on November 21. All of these years have been spent between the Seed and Grocery Departments. His main hobby is gardening of which he is a recognized authority.

During the morning presentation of a camping outfit was made by Mr. Cann on behalf of the staff. Our sincere congratulations on your 35th anniversary, Happy, and best of health and happiness in the years to come.

Packing and Shipping—By K. Thiessen

Congratulations to Harold Morris on his marriage to Lillian Sawatzky which took place at Steinbach, November 15. Harold received a lamp and a bookcase from the department.

Congratulations to Rena McCaughan on her engagement to Philip Williams.

Our deepest sympathy is extended to Julie Smith in the loss of her father.

Best of luck to Mrs. Gladys Youngest who is leaving for England with her husband in the near future.

Welcome back to Suzanne Neault, Danny LaPlante, Henry Kehler and Charlie Jones who have been away on account of ill health.

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## FOURTH FLOOR

Drapery Workroom—By J. Pauwels



Congratulations and hand shakes were in order for Mr. S. Patterson October 29, it being the occasion of his 35th year with the Company. He started first in the M.O. Sorting—then Department 121 which is now 222. Later to the Drapery workroom where he worked with Miss McIntosh as well as doing outside work. He then transferred to 267, Draperies. He worked in the department for some years as clerk, signature and then assistant. In 1948 he was made manager of 1767, taking over from Mr. L. Blundell when he retired.

On the morning of October 29 Mr. H. Cooper on behalf of the staff in 1767, presented Mr. Patterson with an 8 m.m. camera. In the evening approximately 60 people from Departments 267 and 1767 gathered at the Marlborough for a lovely turkey dinner in honour of Mr. and Mrs. Patterson.

## IN THE MAIL BAG

### MEZZANINE FLOOR

Winnipeg Buying Office and Western Packing

By V. E. Chambers

Mr. W. Sanderson celebrated his 35th anniversary with the Company on October 24, and was presented with a TV swivel chair in honour of the occasion by Mr. P. H. Smith.

Mr. D. H. Evans celebrated his 30th anniversary with the Company on November 5, and on behalf of the department was presented with a hand power drill by Mr. P. H. Smith.

On both occasions Mr. Smith gave an interesting account of the years spent with the Company and many friends and well wishers were on hand to offer their congratulations.

On November 1 at the Riviera, the staff of the Winnipeg Buying Office and Western Packing entertained Mr. W. Sanderson, Mr. H. Evans and Mr. Henry Borodenko. During the course of the evening Mr. Sanderson was presented with a few pieces of American Beauty Rose china and Mr. Evans with an electric fry pan. Mr. Henry Borodenko, who is now working in 926 Department, received a sport shirt, tie pin and cuff links. After dinner, dancing was enjoyed by everyone and a good time had by all.

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### SECOND AND THIRD FLOORS

Jewellery Repairs—By E. Chatfield

Best wishes to Mr. Harold James who, on November 20, celebrated his 25 years with the Company. He was presented by Mr. Cranston with an electric shaver from the department. Numerous other gifts were given by friends who called to offer their congratulations.

A stag was held November 14 at the home of Henry Street where Harold was presented with a wallet containing money. A good time was reported by all.

Harold had his holiday in Hawaii this year. Congratulations and best wishes to Irene Jeffery who left us to be married to Lorne Tokarchuk on November 29.

Irene was presented with a beautiful wool blanket from Mr. Olafson on behalf of the departments.

A miscellaneous shower was held in her honour at the home of June Blatta where she received many lovely gifts from her friends.

We are sorry to lose Elsie Dudyck who has left for a holiday in California before residing in Vancouver.

Congratulations to Barbara Clint who won two miniature hostess chairs in the draw.



Mr. J. Oakden being chairman of the evening welcomed all guests and gave a special welcome to all the old-timers who attended. After reading several telegrams of congratulation to Mr. Patterson, Mr. Carpenter was called on to make a presentation to Mr. Patterson of a movie screen. Mr. Patterson thanked all present then Mr. Derraugh led a sing-song, after which the floor was cleared and dancing followed.

Congratulations to Miss Joan Lane who was married October 25.

The department extends sympathy to Miss O. Nafton in the loss of her mother, Thursday, October 23.

We are glad to see all who have been ill back at work again.

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## SIXTH FLOOR

**Correspondence**—By M. Nolette

Miss Irene Lestyn "hooked" her man, Mr. Don Sobering, on Sadie Hawkins' day. She came to work on November 10 with stars in her eyes, a great big smile, and a beautiful diamond ring on her finger. Congratulations, Irene.

We are all envious of Miss Georgina Brownlee who attended the Grey Cup game. We surely wish we could have been with you, Georgie—maybe next year.

**M.O. Adjusting**—By J. Baynes

We are sorry to know Gordon Otley is still on the sick list, but all our best wishes go to him for a speedy recovery.

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## SEVENTH FLOOR

**M.O. Copying**—By M. Shepherd

Our deepest sympathy is extended to Flo Gate in the recent loss of her brother and to Ethel Tarn in the sudden loss of her father.

We wish Fran Sadler a speedy recovery from her accident.

**Dress Goods**—By Winnie Crowston

Miss Marjorie Adams retired from the M.O. Dress Goods on Monday, December 1, after 34½ years of service.

On Thursday evening, November 28, the department gathered at the Town and Country for dinner with Marj as guest of honour.

On her retirement morning Marj was the centre of a department gathering when Mr. Don McAuley, Assistant Manager, made the presentation of the department gift of a lovely set of grey contour luggage, with the staff's best wishes for many years of good health and happiness.

We are all pleased to hear that Lena Miluch is doing so well after her recent operation. Hope you will be back very soon, Lena.

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## EIGHTH FLOOR

**Exchanges**—By M. Davies

Congratulations to Myrtle Murray who celebrated her 35th anniversary with the Company on November 7.

To mark the occasion Myrtle was presented with many lovely gifts including a purse and snow boots, presented by Mr. Graham, Department Manager, on behalf of the management and staff. In the evening the girls entertained at a luncheon at Moore's and presented Myrtle with a compact.

One of our young fry, Beth Callaghan, has decided to leave us and take up residence in California. On November 14 Wilma Scott was hostess at a party in Beth's honour at which she was presented with a travelling set. Our best wishes, Beth, to you in your new venture.

## Budget Plan—By Janet Hiebert

A very special occasion took place on November 5 when Mr. H. Matthews, or "Matt" as all his friends call him, celebrated his 30th anniversary with the Company. Mr. Matthews started in the Budget Plan in 1928 when it was just a two-man job in the Store. Since then it has grown rapidly and moved to the Mail Order where Mr. Matthews was made assistant manager in 1952.

Mr. and Mrs. Matthews have two sons, one living here in Winnipeg and the other, along with two grandchildren, living in Regina.

Mr. Matthews received a beautiful set of den furniture consisting of two chairs, a footstool, coffee table and end table from all his many friends along with their best wishes for many years of health, happiness and good fortune to both him and Mrs. Matthews.

Congratulations are in order this month for three girls who all received lovely engagement rings for that all-important finger. The girls and their very lucky fellows are Jeanine Sorgenfrie and Ronny Shergold, Phyllis Ritchie and Bruce Cumming, Judy Sagasky and Oscar Bonne.

We were all very sorry to say good-bye to two of our girls this month as they left us for far away places. Mae Griffiths left us for Calgary on October 31 where she is now working in the Budget Plan there. Mae was presented with an electric steam iron from the department. Also Jean Sturk who left us for Thompson Lake on November 28. Jean was presented with an electric fry pan and several other appropriate gifts for the north. Our best wishes to both girls in their future.

Our bride of the month was Verla Kuchariski who exchanged vows with Ernie Kotowski on November 29. Verla was presented with several beautiful gifts along with a corsage from the office.

Our deepest sympathy is extended to Marion McKay in the loss of her father.

A very Merry Xmas and a Happy New Year to all the Budgeteers.



**Juvenile**—By I. Joss

We wish to extend to Mr. Young our good wishes as he completed his 35 years with the Company on November 5. The gifts from the department were an electric hedge clipper and a sweater, along with many gifts from friends. During the day numerous friends joined in wishing him many years of health and happiness. A dinner was held in his honour attended by department staff and friends from neighbouring departments, at Chan's. There he was presented with an electric razor from all present. Also many wires were read to honour him on this occasion.

Congratulations to Miss Ferda Vandenaker who received a lovely diamond from Ed Bauman on September 20.

We wish to send our congratulations to Loreta and Roger Tetrault (nee Bruchanski) on the birth of a son Curtis Lorne, 7 lb 1 oz., on November 5.

#### Boys' Clothing—By A. Johnston

Marie Shulka left to be married on November 1. Mr. Parker, on behalf of the staff, presented Marie with a bedspread.

On November 7 the fellows of department 29 and 32 held a stag at the home of Elmer Lane for Steve Kowalchuk. Mr. Reid presented Steve with a frying pan on behalf of his pending marriage.

At St. Margaret's Church on November 15, Steve was married to Carol Windfield. On behalf of the department, Mr. Parker presented Steve with a smoking stand.

#### Catalogue Distribution, Salesroom and Phones

By M. Taylor

Our best wishes to the girls who left to get married, Linda Bergen, November 20, and Carol Winfield, November 14.

Congratulations to Linda Harrison, Ingrid Borchardt and Lucille Bruce; they all received lovely diamonds.

Welcome back to the girls who had a bout with the flu: Mary Thompson, Lillian Paul and Kathy Graham. Hope you're all feeling in the pink now.

Sorry to report Lillian Clarke is still away ill.

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#### ALEXANDER AVENUE WAREHOUSE

M.O Furniture—By A. Surbey

Wedding bells and births have caught up with us.

On September 12 a son, David Bruce, was born to Mr. and Mrs. Bernard Hill weighing 7 lb. 3 oz. A brother for Richard, Leslie and Gloria.

Congratulations to Ursula James on her recent marriage to that lucky fellow Julian Nieciecki, on September 6. On behalf of the staff Mr. J. Meyers presented her with a portable sewing machine. To Ursula and Julian our best wishes for lots of happiness in their future years.

We regret that Lynn Thomson is away with measles. A speedy recovery, Lynn.

#### Alexander Warehouse Office—By K. Laurie

Sorry to report Mr. Preston Wiley will be returning to Deer Lodge Hospital after a short stay at home. We all wish him a very speedy recovery.

Nice to see Mr. Bobby Stalker back at work again after his illness.

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#### Printing Department

By M. Torrance

Best wishes to Mr. Preston Wiley for a speedy recovery.

Happy to see Marvin Ringland is able to be back at work again after his accident.

Miss Miriam Steele is convalescing in Misericordia Hospital after a fall, fracturing her hip, during the storm on Tuesday, November 18. Hope you have no more setbacks, Minnie, and that you will soon be well enough to convalesce at home.

Congratulations to Mr. and Mrs. Len Thom on the birth of their first child, a son, Robert, born Sunday, November 23.

Again the glad tidings of Christmas ring out over a world of strife, as men seek for Peace with weapons of power and force. Still, through it all shines the light of the star that heralded the coming of the Prince of Peace. As it shines may it awaken in us a sense of charity toward our fellow men, making our Christmas Merry and our New Year Happy, Peaceful and Prosperous.

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#### Department 56

Congratulations to Mr. and Mrs. Joe Wheeler on the arrival of Joe Junior born on November 19.

Our best wishes for a speedy recovery, Norma Molson, we hope to see you soon.

Nice to see Jim Olsen back at work after a recent operation.

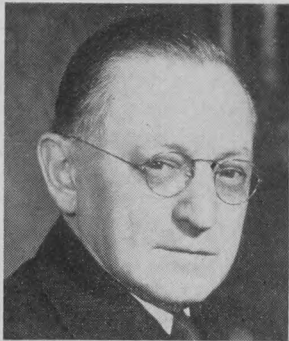
### IVOR R. LEWIS

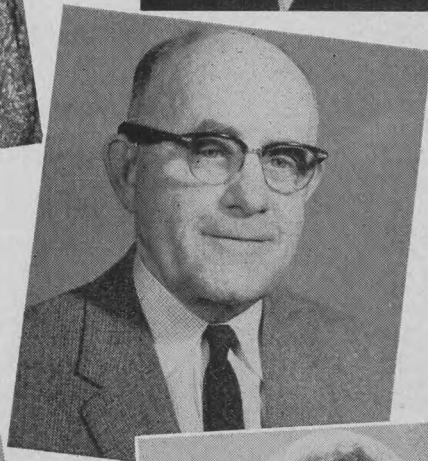
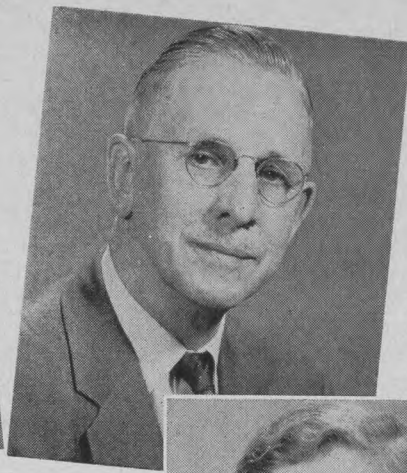
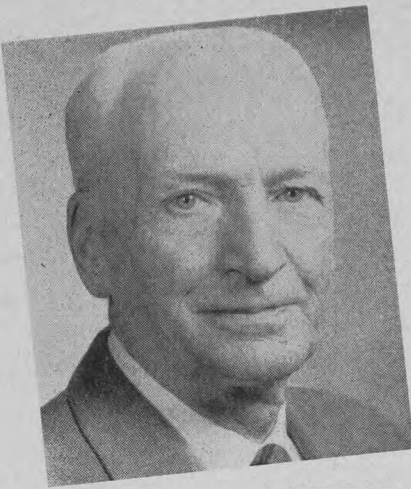
Across the Company word of the death of Mr. Ivor Rhys Lewis, former Director and Staff Superintendent, which occurred at his home in Toronto on Wednesday, November 26, has saddened a wide circle of friends and associates.

Mr. Lewis had a brilliant career with the Company over a period of 39 years prior to his retirement in February 1950. His association with Eaton's was distinguished by his great diversity of talent (he was artist, actor, sculptor, writer) and to staff and management alike his sense of humour, his deep and sincere interest in his fellowman, his ability to handle staff, his artistic skill, his dramatic talents endeared him to everyone with whom he came in contact. He was the sculptor for the great bronze statue of the founder, Timothy Eaton, which is a familiar landmark in Eaton's main stores in Toronto and Winnipeg.

A native of Wales, Mr. Lewis came to Canada as a child, was educated in Toronto schools, studied to be an artist and came in 1911 to Eaton's Fine Arts Gallery. He transferred to City Advertising, in 1919 was appointed Advertising Manager and pioneered in the elaborate and dramatic form of illustration which is so widely used in retail advertising today. In 1932 he was given the added responsibilities of Sales Promotion and Merchandise Display, Employment and Wages Supervisor, in 1935 was appointed Supervisor of Publicity and Public Relations and Staff Superintendent, a position he held until his retirement. His appointment as Director was announced in 1942.

All this time he was known outside the Store—and appreciated in it—for his success in the arts. The year 1936 brought him honour as winner of the Governor-General's award for best actor in the Dominion Drama Festival. His radio work made him known to hundreds and as a working gardener he had a special fondness for rare varieties of begonias. All these talents and interests combined to make Ivor Rhys Lewis a man who will be sadly missed by Eatonians across the Company.





Left to right. Top: G. Sommerville, A. B. Mudge. Second: Miss M. W. Adams, Miss S. Slusman. Third: A. Hook, J. W. Aker. Fourth: Mrs. K. Melnychuk, Miss I. Walters. (See opposite page.)



# Retirements

## MR. A. B. MUDGE AND MR. G. SOMMERVILLE

A joint farewell party (smorgasbord) was held on Monday, November 24, at "Parker House" to honour Mr. G. Sommerville of Department 232 and Mr. A. B. Mudge of Department 528 on their retirement from the Company on December 1. Mr. Mudge was presented with a beautiful lounging chair by his associates and Mr. Sommerville received a gold pocket watch and chain.

Mr. Sommerville joined the firm in 1914 and Mr. Mudge in 1912, both were overseas during the first world war, and on their return resumed their services with the Company. Mr. Mudge has been in charge of the Boy Scout section now for many years, coming to Department 528 from the Mail Order 20 years ago. He will be greatly missed in this department and also by the various Scout organizations throughout the city who always found Mr. Mudge very co-operative in helping to select their Scout merchandise.

Mr. Sommerville has been with the Boys' Clothing for 33 years and has always been a very faithful employee. "Old George," as he was known to the boys in the department, will be greatly missed by his associates. To both of these men we wish many years of good health and happiness in their retirement.

## MISS MARJORIE W. ADAMS

December 1 was the last day of work for Marj Adams. After 34 years, all of which have been spent in the same department (M.O. Dress Goods), Miss Adams is retiring. Marj likes travelling so the added time on her hands will be used to good advantage. Throughout the years Miss Adams has been connected with church work at Knox United. Originally comes from Eastern Canada—Cherrywood, Ontario, to be exact. Best of health and happiness in your leisure years, Miss Adams, is our sincere wish.

## MISS SARA SLUSMAN

Miss Slusman first began working for the Company in 1917. After a few years working in Department 113 Sara left the Company to visit an aunt in San Antonio, Texas. Came back in 1923 and December 17 of that year started back with Eaton's and has been here ever since, retiring December 1 after nearly 35 years of continuous service.

Miss Slusman has many personal interests, having belonged to the St. John Ambulance Corps (Edith Hudson Nursing D.W.). Her group won the Waugh Shield in 1954 and came second in the Senator McKee trophy in 1956. Also Sara is interested in lawn bowling, five-pin bowling (with Eaton's). At one time she was a member of Winnipeg Civil Defence. Plans on a trip to Portland to visit relatives. Sincere wishes from all your friends for a pleasant retirement, Miss Slusman.

## MR. ALEXANDER HOOK

Mr. Hook began working with Eaton's and the Engineers on July 3, 1941. He was born in Linlithgow, Scotland, and came to Winnipeg in 1930. Having been a farmer in Scotland, Alex continued to work as one in Manitoba until 1941.

Alex Hook is an enthusiastic spectator of all sports and plans on continuing with this hobby during his leisure years. Travelling also figures in Mr. Hook's plans, with a visit next summer to the Old Country. Happy retirement Mr. Hook, and the best of health is the wish from all your friends.

## MR. J. W. AKER

Mr. Aker officially retired on December 1, 1958. Forty-nine years and three months with the one company certainly is a record of which he may be proud.

Mr. Aker began his career with Eaton's in the Notions and Fancy Goods. Joined up with the army in 1915-1919 and during that time was a volunteer with the North-Western Expedition, which included a Combined Army Group, sent to Archangel (by the White Sea), Russia. (Exact dates, October 1918 to June 1919). On arrival back to "Civvy Street" and Eaton's, Mr. Aker started back in the Notions and Fancy Goods and remained there until 1935 when he was transferred back to M.O. Notions as Head of Department.

Mr. and Mrs. Aker live on Elm Park Road and this house will be their main hobby. Both love to travel and hope to make a trip to the Southern States early next year. May health and long life bless you and yours in future years, Mr. Aker.

## MRS. K. MELNYCHUK

Mrs. Melnychuk retired on December 1 after 14 continuous years' service with Department 132. Mrs. Melnychuk has two married daughters and 12 grandchildren. She plans on spending quite a bit of her leisure time with her family. The best of health and happiness during your retirement, Mrs. Melnychuk.

## MISS ITA WALTERS

"Wally," as she is known by her associates, retired on December 1. She has worked continuously for the Company since September 14, 1942, always with the same department (Basement Lunch Counter). Miss Walters will be missed by her many friends and they all wish her the best of health and happiness during her leisure years.



# CONTACTS

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**THE T. EATON CO. LIMITED**  
CANADA

of Winnipeg, Manitoba, for distribution to  
the Co-workers of the Organization

Vol 34      DECEMBER, 1958      No. 12

Editor: D. E. (Doug) McPherson

**DATE OF ISSUE:**  
15th of EACH MONTH

**NEWS WANTED IN BY THE END OF  
THE PREVIOUS MONTH**

## RECENT APPOINTMENTS

### Winnipeg Store

Department W182—Contacts and Recreation  
Activities:

MR. D. E. McPHERSON, Assistant.

### Edmonton, Alta.

Department E928—Men's and Boys' Clothing  
and Furnishings, Ladies' Ready-to-Wear,  
Lingerie, Foundation Garments, Drugs, Sta-  
tionery, Jewellery, Notions, Piece Goods,  
Staples, Fancy Goods, Wools, Gloves, Ho-  
siery and Shoes:

MR. A. B. MOTTERTSHEAD, Assistant  
(Sections 1, 9, 12, 15, 44);

MR. T. L. METERS, Assistant (Sections 28,  
29, 36, 37).

Department E1100—Lunch Counter:

MR. G. E. A. TEAL, Department Manager  
(in addition to his present duties in Depart-  
ment E379).

Department E210 — Infants', Children's and  
Teen-Age Wear:

MISS M. McVEIGH, Assistant.

### Yorkton, Sask., Heavy Goods Depot

MRS. M. KOSHMAN, in charge.

### New Westminster, B.C., Order Office

MRS. G. ZETTERMAN, in charge.

## SUGGESTION WINNERS FOR THE MONTH OF NOVEMBER

**Mrs. M. Boughton,**  
Department 122C .....\$25.00

**Miss Ina Van Dyck,**  
Department 267 ..... 15.00

**Mr. A. E. Williams,**  
Department 1747 ..... 10.00

**Mrs. Florence Shields,**  
Atikokan Order Office..... 5.00

**Mr. A. M. Lansdown,**  
Department 528 ..... 5.00

**Mr. H. Johnson,**  
Department 232 ..... 5.00

## LONG-SERVICE ANNIVERSARIES

### FORTY YEARS

Mr. Walter Bell, M.O. Copying.....Dec. 17

### THIRTY-FIVE YEARS

Mr. Ernest Wall, M.O. Cashiers.....Jan. 3

Mr. Alexander Stewart, Floormen.....Jan. 3

Mr. Elmer Bader,  
Shopping Card Assembly.....Jan. 8

### TWENTY-FIVE YEARS

Mr. William B. Murray,  
Carpenters .....Jan. 8

## CUSTOMERS' COMPLIMENTS

From Silver Heights School:

"Thursday, October 16, we had a school tea.  
We wished to have some special serviettes in  
blue and silver. I went to that department  
and wish to say that I had the most courteous  
and helpful service from Mrs. Elvira Lamont  
and Mr. King, Assistant Manager. These peo-  
ple went to no end of trouble to get what I  
wanted and at as reasonable a price as pos-  
sible. May I, through you, voice my deep ap-  
preciation and thanks to these two employees.  
Thank you.—(Miss) Mary Davies."

From Lewvan, Sask.:

"I thought you might be interested to hear  
about a faithful old Eaton sewing machine  
that is being retired after more than 48 years  
of service. This machine was given to me  
32 years ago when I got married; it was con-  
sidered old at the time.

Since then I have used this machine every  
few days and all the repair it has had other  
than a squirt of oil is two new needles. I  
think this must be a record. This machine  
cost \$17 new.—(Mrs.) E. Mathews."

# In Memoriam



## AGNES (Nan) ALLISON

It is with deep regret we report the passing of Miss Nan Allison, a member of the Notions (Store) staff for 32 years. Nan, as she was known to her many friends, left the Company in September of this year for health reasons and moved to San Lorenzo, California, to live with relatives. After a very short illness, she passed away on Friday, November 14. Our sincere sympathy is extended to her surviving relatives in their loss.

## EMILY SOFTLEY

Our sincere sympathy is extended to the family of Miss Emily Softley (retired member of 1100 Department) who passed away on November 25. Her cheery personality won Miss Softley a host of friends among Eatonians and customers alike, and she will be long remembered for her kindness and devotion to her job. Surviving are three brothers, Arthur, Horace and Herbert.

## RICHARD (Dick) WHITE

Mr. Dick White passed away on Wednesday, November 26, in Grace Hospital. He was formerly with our Floor Coverings Department for 42 years, retiring in 1950. Mr. White always had a cheery word or a quiet smile for his many friends and customers and his passing will be mourned. Deepest sympathy is extended to his surviving relatives in their great loss.

## AIMO VERNER (Don) COLLANDER

Mr. Don Collander of our TV Repair Department died very suddenly on November 22. Mr. Collander had been employed by the Company for approximately four years. To his surviving relatives we extend our sincere sympathy.

### Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

#### In the Loss of a Mother

Mrs. J. Huggins China and Glass Ware  
Mr. C. McDougall Delivery  
Mrs. E. Schmidt Revolving Credit Accounts  
Mrs. A. Falk M.O. Budget Plan  
Mr. E. Lane M.O. Men's Clothing  
Mr. J. McLeary Night Caretaking

#### In the Loss of a Father

Miss E. Tarn M.O. Copying  
Miss Julia Smith M.O. Assembly  
Miss M. McKay M.O. Budget Plan  
Mrs. M. Clarke Customers' Accounts  
Mr. M. Blair Engineers  
Mrs. T. Zahara Hardware  
Miss H. Hunter Sales and Expense  
Mr. R. Brennan Carpet Workroom  
Mr. D. G. Wilson Jewellery

#### In the Loss of a Sister

Mrs. M. Stacey Dress Goods  
Mrs. M. Dussault Staples  
Mr. F. Boyes Pianos and Organs  
Mr. A. Gilchrist 279 Packing

#### In the Loss of a Brother

Mrs. L. Laidler General Order Board  
Miss F. Gate M.O. Copying

#### In the Loss of His Wife

Mr. H. Headon Caretaking

#### In the Loss of Her Husband


Mrs. L. Laidler General Order Board  
Mrs. H. Wickberg China and Glass Ware

## COVER STORY

Merry Christmas and a Happy New Year!

The opportunity always presents itself in the month of December of wishing all our friends the "Best of the Season." Contacts magazine wishes "good health and good editing" to its counterparts across Canada. May this one be the best ever!





MARI-NEWS

CHINOOK WINDS

The Edmontonian

*Prairie Breezes*



**EATON EMPLOYEES' CHARITABLE FUND, WINNIPEG, WISH  
ALL ITS MEMBERS SEASON'S GREETINGS!**



Presentation of cheque to Darryl, one of the little girls of St. Joseph's Day Nursery, by Mr. D. G. Wilson. Left to right: Laurie, from St. Joseph's Day Nursery; Mr. J. P. Labatt campaign chairman; Mr. V. T. Fotheringham, secretary of Eaton Employees' Charitable Fund; Mr. D. G. Wilson, Eaton Employees' Charitable Fund president.

## **Eatonians Are Largest Givers To Community Chest Drive**

**\$93,000 Contributed by Company and Employees**

Largest amount ever contributed by a Winnipeg business firm and staff was the whopping \$93,000 from The T. Eaton Co. (Canada) Limited and employees, which provided real impetus to the Greater Winnipeg Community Chest campaign.

Chest officials paid enthusiastic tribute to the unmatched generosity of Company and employees alike, and in the words of the campaign chairman, Mr. John Labatt: "Your Company has done a wonderful job this year. I understand the total contribution from employees, company and executives will be \$93,000. That is nearly \$100,000 from one corporation and its employees—a remarkable achievement!" The amount was made up as follows:

The T. Eaton Co. Canada Limited.....	\$36,000
Eaton employees through the Employees' Charitable Fund .	55,000
Contributions from individual employees.....	2,000
	<hr/>
	\$93,000



# In Addition to the 40 Organizations You Your Fund Has Assisted

## ASSOCIATION FOR RETARDED CHILDREN, \$2,000.00

**Objective:** To make these children and their families part of the society of their time in the community, at school and at work.

The Kinsmen School opened in May, 1957, with 60 youngsters. The present enrolment is now 135. Gradual increase in attendance has taxed the facilities to the utmost and, after an additional appeal for more money from the Association, your fund has decided to donate \$2,000 to help towards operating expenses—an increase of \$500 over last year's grant.

The association, in addition to operating the new school, also gives assistance to the Portage Home for Girls and the St. Amant Ward in St. Boniface—all retarded cases.

## VETERANS' REMEMBRANCE DAY GIFTS, \$1,090.00

From the Veterans' Affairs Department through Mr. W. Rushworth, Assistant Hospital Manager, Deer Lodge Hospital:

"Once again it is our pleasure to extend sincere thanks and appreciation to yourself, the executive and members of your Association for your generous donation of cigarettes, pipes and tobacco and gifts to non-smokers which were distributed to our patients throughout Deer Lodge Hospital on Remembrance Day, November 11, 1958. On behalf of all our shut-in veterans, I would like to person-

ally express their thanks to your organization."

The above letter and almost a dozen others from the different wards of Deer Lodge Hospital and the patients, personally, tell a story that needs no further comment, we think, in this news letter.

Total amount of gifts: 533 parcels plus 24 bean-bag ash trays distributed throughout the various wards.

## DONATIONS TO THE CHRISTMAS CHEER FUNDS OF THESE ORGANIZATIONS:

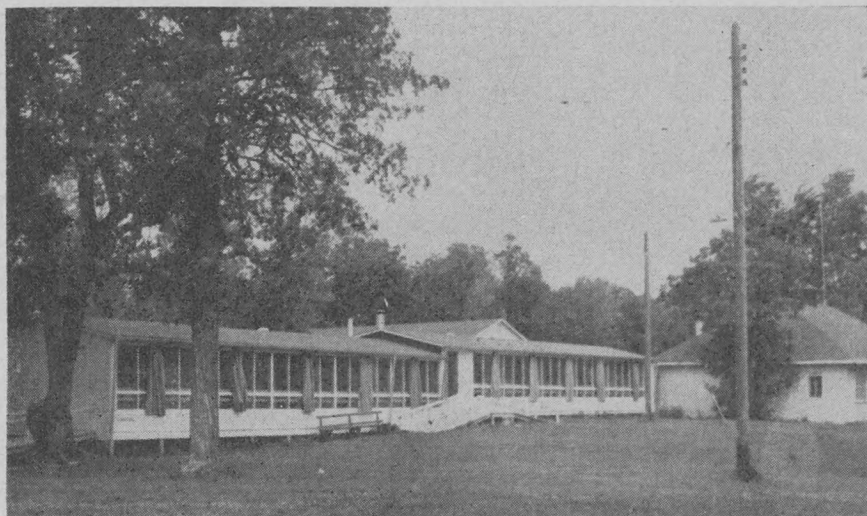
The Lighthouse Mission.....	\$75.00	Sir Hugh John MacDonald Hostel..	50.00
Imperial Veterans in Canada.....	50.00	Selkirk Mental Hospital.....	50.00
Good Neighbours' Club.....	50.00	Home Welfare Association.....	50.00

## CHRISTMAS GIFTS TO CHILDREN IN MANITOBA SANATORIA, \$300.00

The same amount is again given to these children to provide a Christmas thrill which otherwise might not even happen. Many of these children are not able to leave the sanatoria at Christmas and your committee felt that this was money well spent—helping children less fortunate than others.



# You Help Through the Community Chest, and Many Other Organizations



Pictured above is Camp Lakeside, one of three camps visited by representatives of your association during the summer. Six members of the association, along with Mr. Fotheringham, Staff Relations, visited the following camps, Tuesday, July 29, 1958:

Lakeside Fresh Air Camp, United Church Fresh Air Camp and Salvation Army Fresh Air Camp.

The Fresh Air Camps were occupied mainly by under-privileged children and your committee members were able to see just how worthwhile our donations are to organizations such as these. On our return trip to Winnipeg, we visited the Bethel Old Folks' Home.

## **400 CHRISTMAS HAMPERS FOR OLD-AGE PENSIONERS, \$2,400.00**

Again the Winnipeg Christmas Cheer Board has supplied your association with a list of 400 pensioners' names and addresses. To each one your fund sends a \$6.00 hamper of seasonal foods and extras. This is a really worth-while cause and your committee feels justified in carrying out these requests on your behalf.

## **MIDDLECHURCH OLD FOLKS' HOME**

Your committee donated a piano to be used for concerts held in the dining-room of the Middlechurch Old Folks' Home — \$369.00.

# APPEALS UNDER CONSIDERATION BY E.E.C.F.

## MULTIPLE-SCLEROSIS SOCIETY OF CANADA

This is a Society for Advancement in Research to find out more about the crippling disorder of the nervous system which results in increasing and unforeseeable crippling effects until the patient is "sick unto death." Unlike many diseases where, when the attack is over, the damage can be checked and efforts made to build up the body's resources again, Multiple Sclerosis is never really over, except in a very few fortunate cases. It is today a very serious threat to the general health of our population, and especially so when one considers it usually finds its victims in the 20-45, or earning-capacity, age group.

## THE WHEEL CHAIR CENTRE

Founded and operated for some years as a rehabilitation and training centre for handicapped post-polio and paraplegic girls, this Centre has now broadened to help others. Partly under Federal Government help, the Centre will now expand to take care of men and women from other organizations, in so far as their special work is concerned. The patients are taught how to cope with their disabilities from a social standpoint as well as how to learn crafts that can enable them towards some self-support.

## EATON EMPLOYEES' CHARITABLE FUND MAINTAINS THE SPIRIT OF GIVING IN YOUR NAME — ALL YEAR!

Through your donations to the Eaton Employees' Charitable Fund you give consistently and effectively to Winnipeg's worthiest charitable causes all year. You are spared the necessity of making individual contributions and of being canvassed for one cause after another. Because your contribution is deducted at source you hardly miss it.

All these are reasons why so many employees are already giving to the Eaton Employees' Charitable Fund—in fact 1,300 new subscribers were added in our last campaign.

HOWEVER — even with the high percentage of Eaton employees now contributing to the Fund, the needs of the community have grown to such an extent that in order to keep pace with them our Fund must grow too. This is a matter of grave concern to your Employees' Charitable Fund committee, and it has been suggested that now is the time for each one of us to review his or her contribution on the basis of ability to support this worthy cause.

Some employees have asked for a suggestion as to how much they should give—and we show this below as an indication of a "Fair Share" of giving which, if followed, will meet our present obligations for all charitable giving in 1959.

Weekly Wage	Weekly Donation
Up to \$39.00.....	.20
40.00 to 49.00.....	.25
50.00 to 59.00.....	.30
60.00 to 69.00.....	.35

It cannot be emphasized too strongly that your donation and the rate at which you choose to donate, is voluntary and confidential.

With the E.E.C.F. news editions and annual financial statements, we are keeping you informed of the condition of the fund, and the role you are playing in maintaining it as a vital force in the community.

Review your charitable giving when you receive a deduction card in your pay envelope.

MERRY CHRISTMAS AND A HAPPY NEW YEAR